



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

FASCINATE CERTIFIED ADVISOR TRAINING SESSION

PARTICIPANT WORKBOOK SESSION THREE

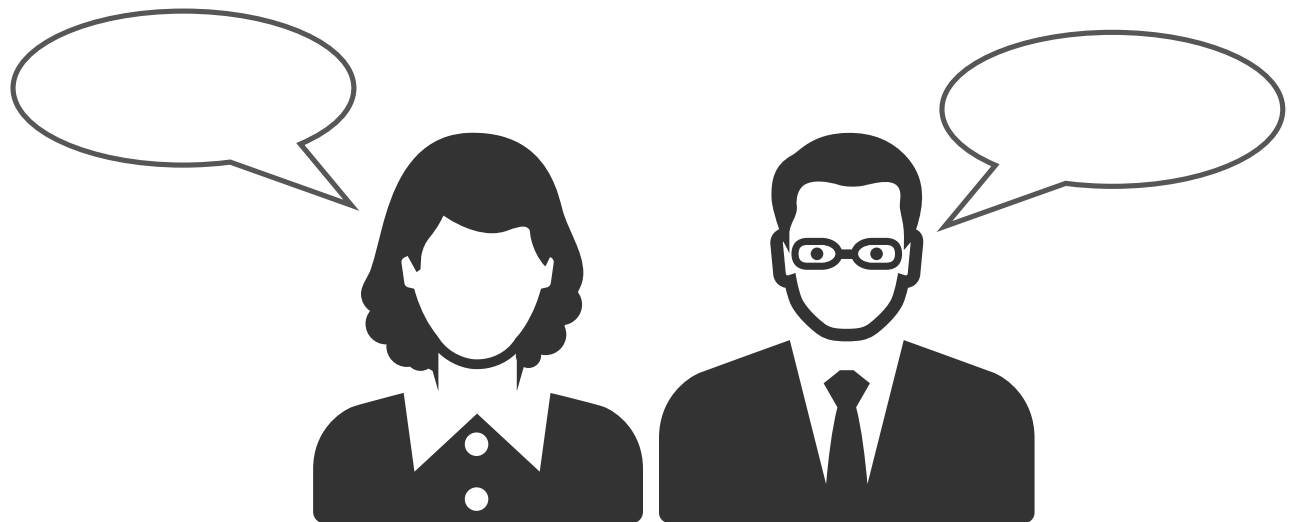


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WHAT MAKES THE FASCINATE SYSTEM DIFFERENT?

- Our system is based on branding, rather than psychology.
- We identify communication patterns, rather than personality traits.
- We tell you how the world sees you, rather than how you see the world.
- Instead of focusing on strengths, we uncover how each person is different and uniquely suited to excel in a “specialty.”
- Instead of fixing people, we highlight what people are already doing right.

SAMPLE FCA OUTLINE FOR 1:1'S

1 SESSION

HOW TO FASCINATE® OVERVIEW

Fascinate Advantage Assessment® (FAA)

2 SESSIONS

HOW TO FASCINATE® OVERVIEW
ANTHEM BUILDER

One-Hour Personal Brand™ Strategy Kit

4-5 SESSIONS

HOW TO FASCINATE® OVERVIEW
ANTHEM BUILDER
MARKETING MESSAGE
VISIBILITY STRATEGY

Ultimate Personal Brand™ Playbook

SAMPLE WORKSHOP OUTLINES

Half Day (3-4hrs)	Full Day (7-8hrs)
<ul style="list-style-type: none">■ Fascinating Introductions/Icebreaker ■ Fascination Advantage® System Overview ■ Activity: The Seven Fascination Advantages ■ Break – 15 mins ■ Activity: Seven Fascination Advantages (con` t) ■ Effective Communication/Double Trouble ■ Activity: Fascination Anthem Builder ■ Wrap up	<ul style="list-style-type: none">■ Fascinating Introductions/Icebreaker ■ Fascination Advantage® System Overview ■ Activity: The Seven Fascination Advantages ■ Break – 15 mins ■ Activity: Seven Fascination Advantages (con` t) ■ Effective Communication/Double Trouble ■ Break – 1 hour ■ Team Advantage + Team Heat Map ■ Activity: Team Heat Map SWOT Analysis ■ Break – 15 mins ■ Activity: Fascination Anthem Builder ■ Wrap up

BREAKOUT ACTIVITY - BUSINESS DEVELOPMENT PLANNING

Share ideas, gather insights and brainstorm with fellow FCAs the business opportunities and application methods you can use bringing the How to Fascinate® system into your business. The purpose of this activity is to stimulate ideas, share your expert advice and establish supportive partnerships as you integrate HTF into your business.

Outline your business development plans – key highlights and action items	
What ideas, insights or feedback did you gain in your FCA breakout group?	
What are your top 3 committed action items/ priorities following the FCA training?	
How will you support each other moving forward to your next steps? Ie/Email updates, set up a check in call, follow-up and follow-through.	

HTF PRODUCT OFFERINGS

- Individual and small group solutions
- Large group and corporate solutions

Many of our products will work in both small and large group scenarios.

INDIVIDUAL & SMALL GROUP SOLUTIONS



FASCINATION ADVANTAGE[®] ASSESSMENT (FAA)

- Communication profile
- Based on marketing
- Great add-on to MBTI, DiSC, Strengths Finder, etc.



FASCINATION ADVANTAGE[®] EXPRESS (FAE)

- Great lead generator
- Perfect for prospects



ONE-HOUR PERSONAL BRAND[™] STRATEGY KIT (OHPB)

2 versions available:

- For professionals
- For students

INDIVIDUAL & SMALL GROUP SOLUTIONS



ULTIMATE PERSONAL BRAND™ PLAYBOOK (UPBP)

- 5-week course
- Perfect for coaching



BEST TEAM EVER™ KIT (BTE)

- Perfect for team building
- Includes activities and cheat sheets
- Does not include assessments



COMPLETE FASCINATION BUSINESS SYSTEM (CFBS)

- Includes: *Your High-Performing Team & Your High-Performing Brand*
- Perfect for entrepreneurs

LARGE GROUP & CORPORATE SOLUTIONS



YOUR TEAM ADVANTAGE (YTA)

- Perfect for teams of 20 or more
- Includes custom analytics
- Does not include assessments



YOUR HIGH-PERFORMING TEAM (YHPT)

- Perfect for leaders / managers
- Includes 20 assessments (with full report)



YOUR HIGH-PERFORMING BRAND (YHPB)

- Perfect for business owners, brand or marketing managers
- Includes 20 assessments (with full report)

LARGE GROUP & CORPORATE SOLUTIONS



**ORGANIZATIONAL AND
PUBLIC TRAINING (LIVE)**



FASCINATION ACADEMY (FA)

- Personalized, interactive and on-demand
- Features Sally Hogshead
- Includes Anthem instruction

PURCHASING ASSESSMENTS

- HowToFascinate.com
- FCA Discount is 40%
- Use the code: FCA-DISCOUNT (must be in all caps)
- Code will take 40% off the order total
- Always use the same email that you used when taking the assessment!

SHARING ASSESSMENTS

- HowToFascinate.com
- Blue Login button (top right corner)
- Log in using the email address and password you entered when taking the assessment
- Click the button that says “**Access My Team/Gift Assessments**” (you may be prompted to log in again)
- Copy and paste the invitation link into a message to your intended recipient

IMPORTANT! This “invitation link” can be used by anyone. Make sure to inform your recipients that the link is not to be shared.

ACCESSING ASSESSMENT RESULTS

- HowToFascinate.com
- Blue Login button (top right corner)
- Log in using the email address and password you entered when taking the assessment
- Click the button that says **“Access My Team/Gift Assessments”** (you may be prompted to log in again)
- Scroll down and click the yellow button that says **“View Completed Reports”**

ASSESSMENT CODES

- Perfect for large groups or events
- Code is completely customizable
- Includes one export of the assessment data for all code users
- \$150 per code + assessments
- Available for Full or Express Reports

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	first_name	last_name	email	create_date	conference_code	primary	secondary	dormant	archetype	power	trust	prestige	passion	mystique	innovation	alert
2	Jeremy	Niekamp	removed for privacy	11/12/14 13:35	FFG14	alert	innovation	prestige	The Composer	11	12	10	11	12	13	14
3	Robert	McCarthy, Jr	removed for privacy	11/12/14 6:05	FFG14	power	trust	innovation	The Guardian	14	14	14	10	14	10	14
4	CLAYTON	SHACKELFORD	removed for privacy	11/12/14 5:51	FFG14	prestige	alert	passion	The Scholar	14	12	15	7	9	12	15
5	Jeanne	Oakman	removed for privacy	11/11/14 15:48	FFG14	passion	alert	mystique	The Orchestrator	11	14	12	16	11	12	15
6	Marshall	Knox	removed for privacy	11/11/14 14:57	fgg14	passion	trust	mystique	The Beloved	9	13	9	15	5	13	12
7	Jonathan	White	removed for privacy	11/11/14 14:10	FFG14	power	mystique	passion	The Mastermind	13	9	9	5	11	11	9
8	Allac	Castillo	removed for privacy	11/11/14 13:42	FFG14	power	passion	mystique	The Ringleader	14	13	13	14	7	11	14
9	Anthony	Burks	removed for privacy	11/11/14 13:25	FFG14	power	prestige	trust	The Maestro	14	7	14	10	12	13	12
10	Mark	Hall	removed for privacy	11/11/14 12:33	FFG14	trust	mystique	passion	The Anchor	11	16	9	7	15	8	13
11	Greg	Adams	removed for privacy	10/2/14 8:51	FFG14	mystique	alert	trust	The Ancher	11	9	11	10	14	12	13
12	Audrey	Joslin	removed for privacy	9/29/14 16:21	FFG14	passion	innovation	trust	The Catalyst	11	10	12	14	12	14	13
13	ThyThy	Nguyen	removed for privacy	9/29/14 14:26	FFG14	power	innovation	trust	The Change Agent	14	9	12	12	13	14	11
14	Phil	McShan	removed for privacy	9/16/14 12:29	FFG14	passion	power	trust	The Peoples Champion	15	9	15	16	10	13	12
15	Mark	Johnson	removed for privacy	9/16/14 9:03	FFG14	innovation	passion	trust	The Rockstar	11	7	11	13	13	14	8
16	Bill	Collier	removed for privacy	9/8/14 18:41	FFG14	prestige	passion	mystique	The Connoisseur	12	12	14	14	11	14	14
17	Weston	Bert	removed for privacy	8/27/14 19:59	FFG14	innovation	passion	trust	The Rockstar	12	9	13	14	13	15	10
18	Stuart	Schultz	removed for privacy	8/16/14 18:45	fgg14	innovation	passion	mystique	The Rockstar	10	10	11	14	6	16	7
19	Shannon	Schultz	removed for privacy	8/16/14 18:05	fgg14	mystique	trust	innovation	The Wise Owl	10	13	12	13	14	9	13
20	Vanessa	Goodsby	removed for privacy	8/16/14 17:49	fgg14	mystique	innovation	power	The Secret Weapon	12	13	14	14	15	15	15
21	Will	Adams	removed for privacy	8/16/14 14:24	fgg14	innovation	power	mystique	The Maverick Leader	13	12	11	13	9	14	13
22	Teri	Dumlavy	removed for privacy	8/10/14 16:25	FFG14	passion	innovation	alert	The Catalyst	15	12	15	16	12	16	12
23	Amy	Lowery	removed for privacy	8/10/14 10:50	FFG14	prestige	mystique	innovation	The Architect	9	12	15	14	15	9	13

RESOURCES

- Fascination Laboratory Connection
 - Private Facebook group (not exclusive to Advisors)
 - Monthly content: cheat sheets, ebooks & videos
 - Monthly live call with Sally & Team Fascinate
 - 12 Free assessments with FULL report
- Referral Partner Center
 - Affiliate links
 - Email templates
 - Banners

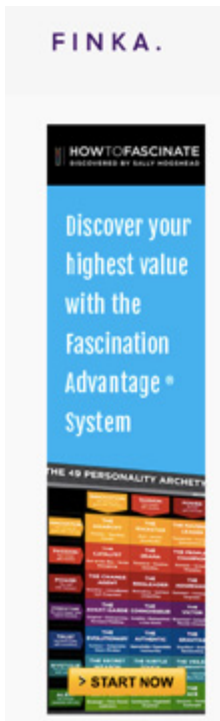
AFFILIATE TOOLS

AFFILIATE LINKS:

These links use “cookies” (tracking devices) to track purchases made on HowToFascinate.com. When your client/lead clicks on your tracking link, the cookie is inserted into their browser. When they purchase a commissionable product on HowToFascinate.com, you are credited with a commission on the sale (40% of the order total). You have multiple Affiliate links in your Referral Partner Center. Each one leads to a different product or offer. Cookies expire after 120 days.

EMAIL TEMPLATES:

You can generate email templates that already have your Affiliate link woven into the copy of the email, or you can use our templates as a starting point and build your own. Always remember to delete the “INSERT NAME HERE” placeholder text and replace it with a real name!



BANNERS:

Banners can be generated inside the Referral Partner Center. There are 3 different banner designs / formats to choose from. Banner designs are pre-set and cannot be customized. When you generate a banner, you will select one of your Affiliate links to embed in the banner. This means you can choose where people will go when they click on your banner.

RESOURCE PAGES:

Here you can find resources like:

- Brand Standards
- Wholesale Price List
- Blank Heat Map
- Promotional Videos
- Affiliate FAQs
- Lead Registration Form

REPORTS:

The Reports section of the Referral Partner Center allows you to generate reports on your commissions earned, links clicked, and subscription signups.

You will need to allow pop-ups for this site in order to use most of the report generator tools.

INCOME POTENTIAL: COMMISSIONS

\$47.00 x 40%

\$18.80

\$18.80 x 4

\$75.20

Selling 4 FAA (full report)

\$1,497 x 40%

\$598.80

\$598.80 x 4

\$2,895.20

Selling 4 CFBS

INCOME POTENTIAL: PACKAGES

Consider packaging your own services with our products.

How this works:

- Charge your clients for the product(s) and services up front
- Purchase the products at wholesale (40% OFF)
- Deliver the products to your clients on your own timeline

*You can purchase products before receiving orders, keeping an “inventory” available
OR you can purchase products after receiving an order from your client, waiting until
you have the cash in hand.*



"I've completed the Fascination Advantage® Assessment. Now what?"

I can't tell you how many times I get asked that question. Sometimes the Fascination Advantage assessment alone is not enough. Sometimes a workshop is not enough! You know your advantages, you have some great ideas, but how on earth do you put them into action?

The Success Launch Plan for busy professionals who want results now. It's 3 hours of accelerated coaching designed to get you from A to B at rocket speed. Click the button below for more information.

Browse all of our coaching & consulting solutions:

CONSULTING



Personal Brand Str...
Your Anthem describes...

\$300.00



Team Analysis and ...
Analysis of your team's...

\$1000.00



Success Launch Pla...
3 week accelerated coaching...

\$300.00

FCA TRAINING TOOLBOX

- 12 full Fascinate Advantage Assessment reports.
- Marketing/branding material (Affiliate site).
- Program sample outlines for 1:1s and workshops.
- A How to Fascinate® `the basics` power point presentation.
- Immediate access to Fascination Laboratory Connection :
 - Premium content
 - Private Facebook group (not exclusive to FCAs)
 - Monthly Fascination Laboratory Connection calls with Sally + HTF Team

HOMEWORK

To get the most out of your learning experience put what you`ve learned into action immediately.

<p>Take action on your FCA business development plan.</p>	
<p>Partner up! Set up a FCA check-in (before Sept 28th).</p>	
<p>Practice Anthem Building with at least 3 clients. Complete by September 28th.</p>	

We look forward to hearing what you`ve learned, applied and gained when we meet back on Monday September 28th at 11:00 EDT.

LEARNING REFLECTIONS + ACTION PLAN

STEPS I WILL TAKE AFTER THIS SESSION TO LIVE MY ANTHEM

What are your top 3 learnings from today?

1)

2)

3)

What's one thing you will do differently as a result of what you learned today?

What's the one thing you will put into practice/action after today?

KEY CONTACTS

- **Program Director: Finka Jerkovic**
 - FCA@HowToFascinate.com

- **Support & Purchasing: Carrie Zatar**
 - Hello@HowToFascinate.com

- **Legal: Ed Normand**
 - Ed@HowToFascinate.com

- **Content & Email Marketing: Kara Werner**
 - Kara@HowToFascinate.com

THE LEGAL STUFF...

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